

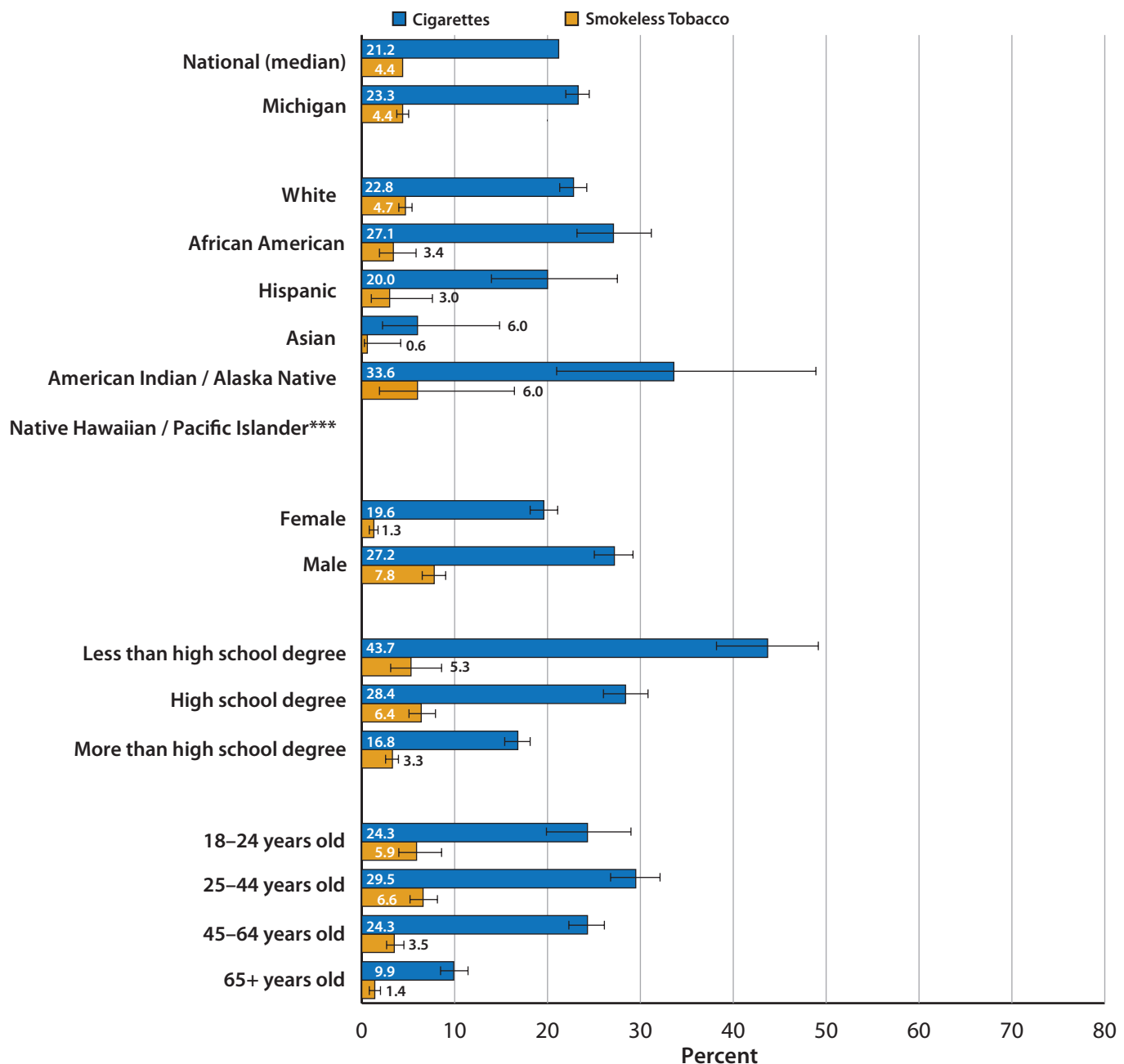
Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Michigan, the percentage of adults (ages 18+) who currently smoke cigarettes was 23.3% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Michigan ranked 41st among the states.

The percentage of adults who currently use smokeless tobacco was 4.4% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Michigan ranked 26th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



*** Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

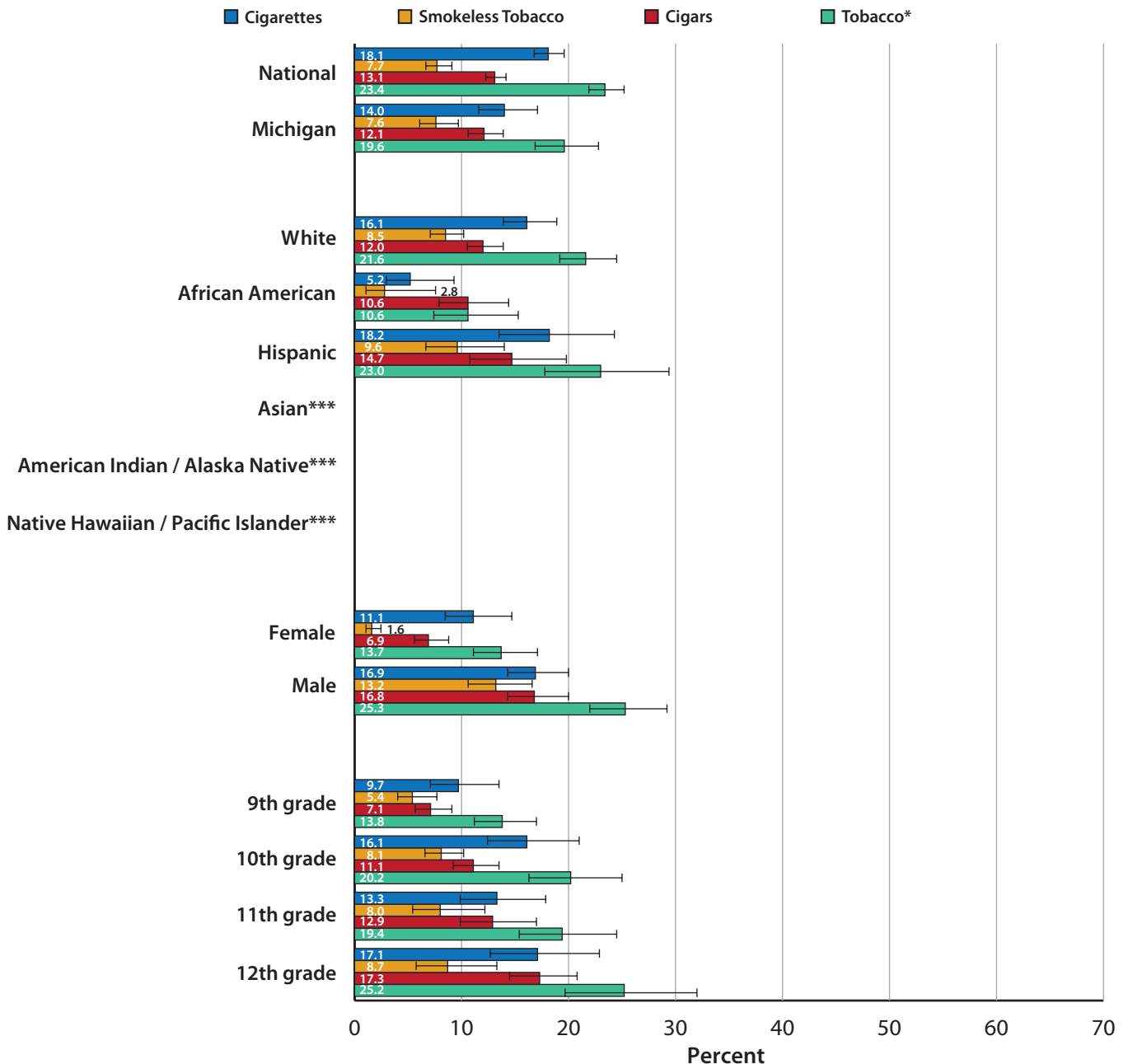
In Michigan, the percentage of youth in grades 9-12 who currently smoke cigarettes was 14.0% in 2011. The range across 44 states was 5.9% to 24.1%. Michigan ranked 8th among 44 states.

The percentage of youth who currently use smokeless tobacco was 7.6% in 2011. The range across 40 states was 3.5% to 16.9%. Michigan ranked 14th among 40 states.

The percentage of youth who currently smoke cigars was 12.1% in 2011. The range across 37 states was 5.0% to 18.3%. Michigan ranked 9th among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 19.6% in 2011. The range across 36 states was 7.8% to 31.9%. Michigan ranked 7th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

Source: Youth Risk Behavior Survey, 2011

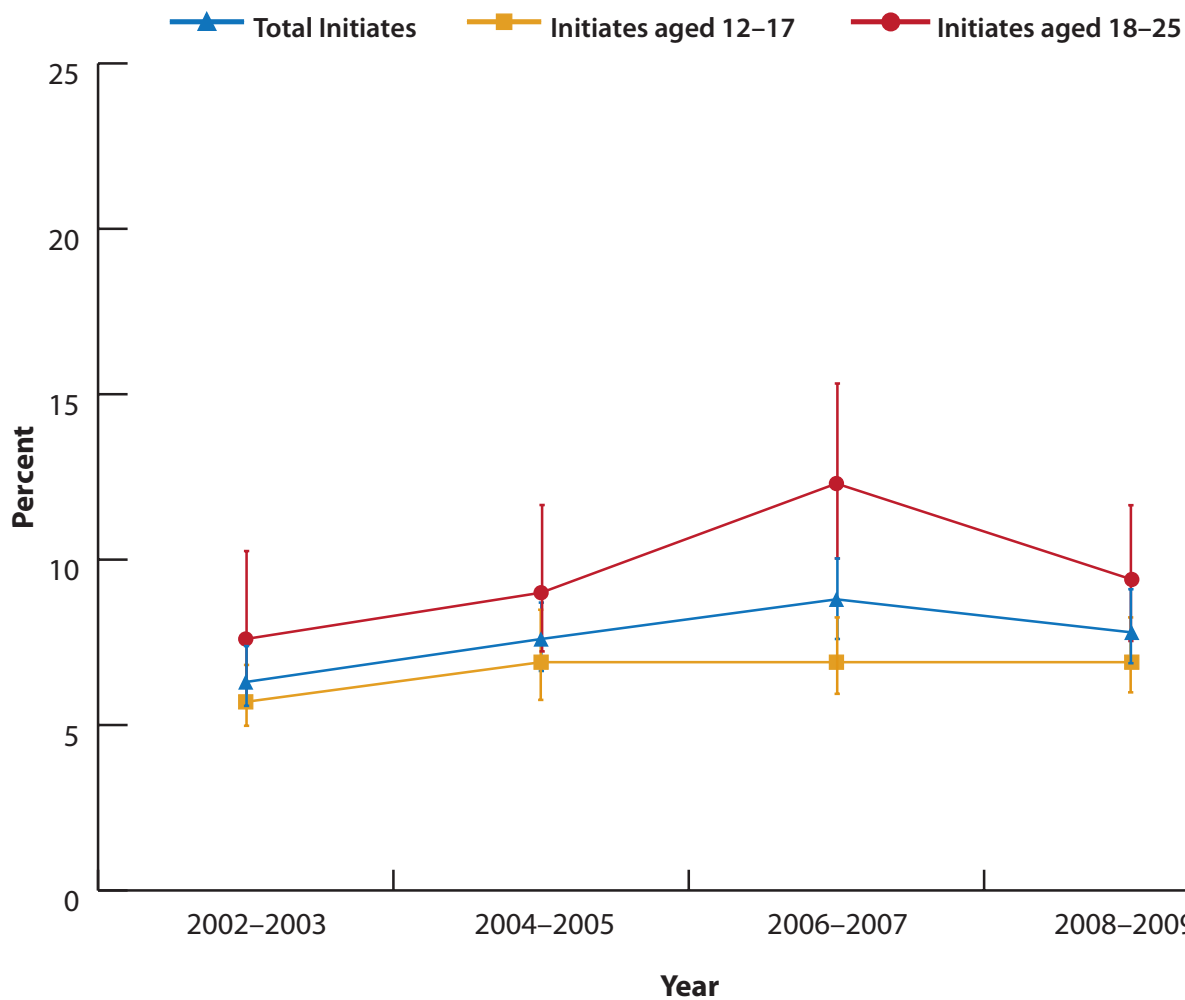
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Past-Year Cigarette Initiation

In 2008-2009, of all Michigan youth ages 12-17 who had never smoked, 6.9% smoked a cigarette for the first time in the past year. This ranked 41st in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 9.4% smoked a cigarette for the first time in 2008-2009. This ranked 35th in the nation, with a range of 4.2%–14.7% among the states.

**Past-Year Cigarette Initiates among Persons Aged 12-25,
by Age of First Use: 2002-2009**



Source: National Survey on Drug Use and Health, 2002-2009

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Protect

Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Michigan than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Michigan was 58.8%, ranking 50th among the states.

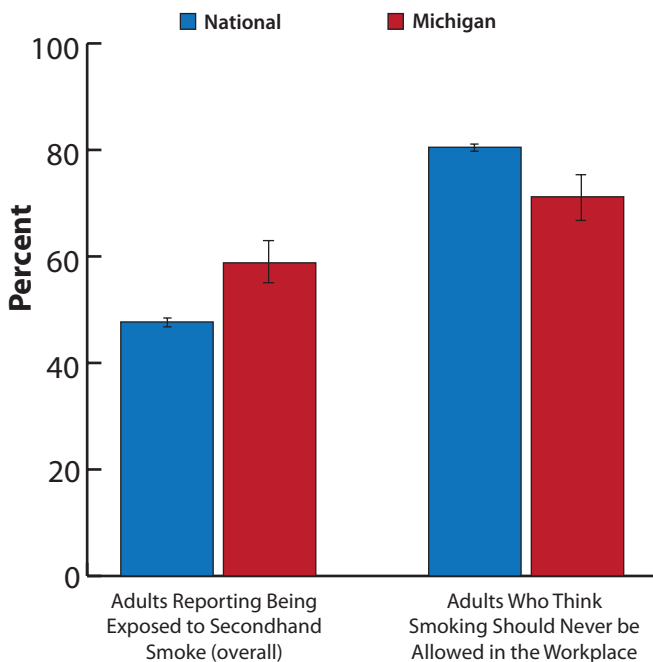
Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Michigan adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke

| Overall | Workplaces | Homes | Vehicles | Public Places |
|---------|------------|-------|----------|---------------|
| 58.8% | 21.7% | 15.7% | 21.1% | 42.9% |

Source: National Adult Tobacco Survey, 2009–2010

Secondhand Smoke Exposure and Opinions about Smoking in the Workplace



Source: National Adult Tobacco Survey, 2009–2010

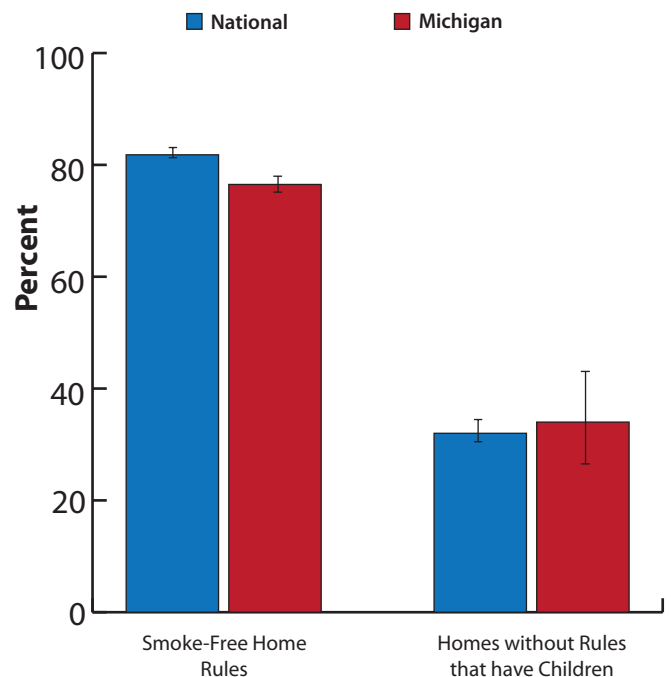
Opinions about Smoking in the Workplace

In 2009-2010, 71.2% of adults in Michigan thought that smoking should never be allowed in indoor workplaces, ranking 48th among the states.

Smoke-Free Home Rules

In 2009-2010, 76.5% of adults in Michigan reported that their homes had smoke-free home rules, ranking 38th among the states. The percentage of homes without smoke-free home rules with children living in them was 34.0%, ranking 32nd among the states.

Smoke-Free Home Rules and Homes without Rules that have Children



Source: National Adult Tobacco Survey, 2009–2010

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State Smoke-Free Policy

As of June 30, 2012, Michigan had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state law did not allow communities to enact local smoke-free laws.

Smoke-Free Legislation

| Workplaces | Restaurants | Bars | Local Laws Permitted |
|--|---|--|---|
|  Yes |  Yes |  Yes |  No |

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

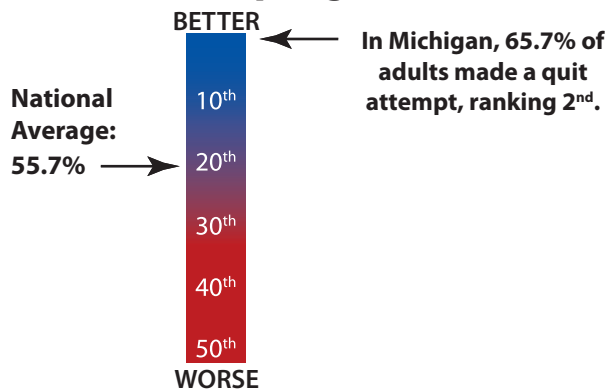
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 65.7% of Michigan adult smokers made a quit attempt in the past year, ranking 2nd among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Michigan quitline received 17,335 calls, and 5,965 tobacco users (an estimated 0.4% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications



In 2010, Michigan's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Michigan provided full coverage for some nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

| NRTs (One or More) | Varenicline | Bupropion | Counseling (Individual and/or Group) |
|--|----------------------|----------------------|--|
|  Yes | Partial ^b | Partial ^b |  Yes |

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

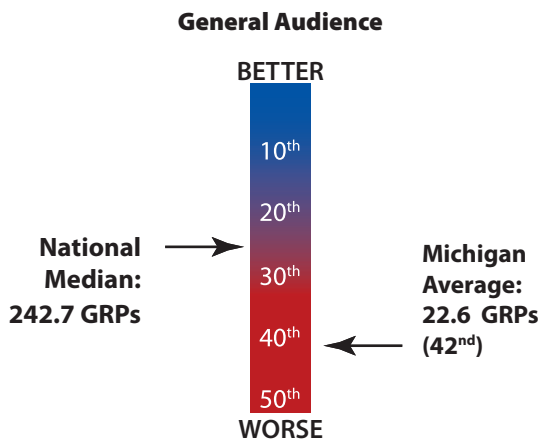
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Warn

Tobacco Counter-Marketing Media Intensity

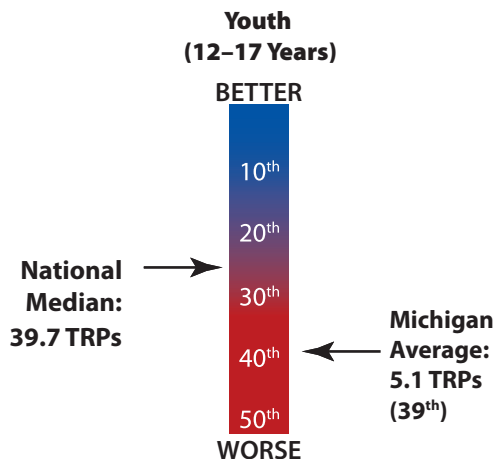
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Michigan had an average of 22.6 general audience GRPs and 5.1 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

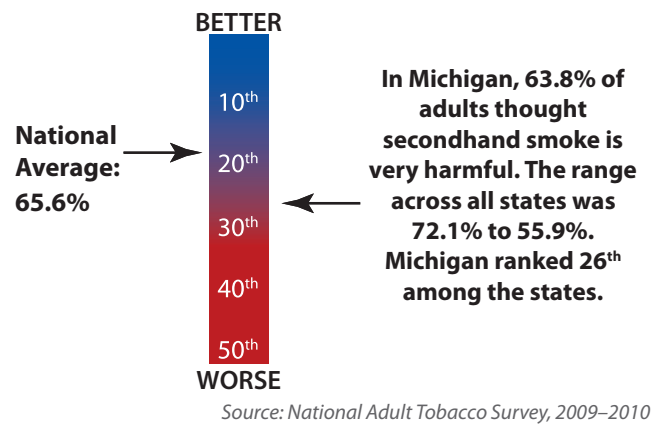


Source: CDC/OSH

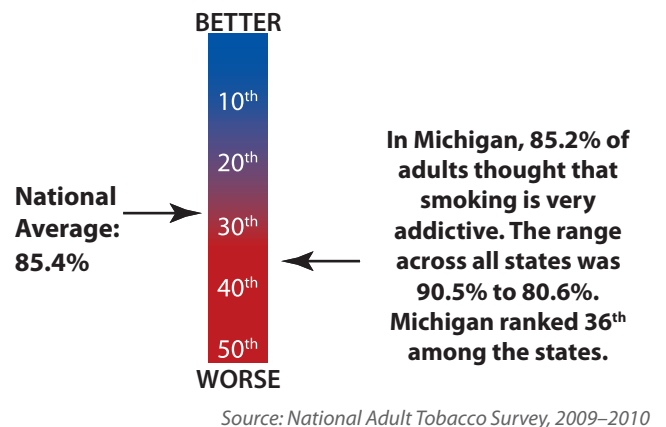
Knowledge of the Dangers of Tobacco

In Michigan, 63.8% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 85.2% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking






Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Michigan allowed local regulation of tobacco industry promotions and tobacco product sampling, but preempted local regulation of display of tobacco products in commercial establishments.

State Allows Local Laws


| Promotion | Sampling | Display |
|--|---|--|
|  Yes |  Yes |  No |

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Michigan did not require establishments selling cigarettes or smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

| Over-the-Counter License Required | Minimum License Fee | Renewal Required (& Frequency) | Penalty to Business | Licensure Includes Smokeless Tobacco |
|--|---------------------|--------------------------------|---------------------|--------------------------------------|
|  No | N/A | N/A | N/A | N/A |

^a Annually

^b Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Michigan was \$2.00 per pack, ranking 11th among the states. The tax on cigars was 32% of the wholesale price per cigar, and for little cigars the tax was 32% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 32% of the wholesale price.

Price Paid for Last Cigarettes Purchased

In Michigan, 83.8% of adult smokers bought their last cigarettes by the pack, and 16.2% bought them by the carton in 2009-2010. The average price that Michigan smokers reported paying for their last pack of cigarettes was \$5.88 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Michigan smokers reported paying for their last carton of cigarettes was \$49.80 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

